Education First for First Ladies

Inger Bierschenk

2018   **No. 141**

**Copenhagen University
Denmark**

**Lund University
Sweden**

KOGNITIONSVETENSKAPLIG FORSKNING

Cognitive Science Research

Education First for First Ladies

Inger Bierschenk

2018   **No. 141**

Cognitive Science Research
Lund University
University of Copenhagen

Education First for First Ladies

Inger Bierschenk[1]

Abstract   Three of the most prominent First Ladies in the world, Brigitte Macron, Peng Liyuan, and Melania Trump are in focus of the present study. Its aim was to examine in detail their external and internal style by means of a short statement they have made about education. Perspective Text Analysis (PTA/Vertex) is the method applied, whose capacity is to lay bare the flow dynamics of a text as well as its structural dynamics. The study gave insights into the first ladies' style of approaching education: Brigitte Macron's flow dynamics is anti-symmetric, Peng Liyuan's pattern is asymmetric, and that of Melania Trump is symmetric. This variability is further elucidated with the Ladies' internal dynamics: Brigitte Macron's intentional structure concerns everybody's right to education, expressed in *Schooling*, In Peng Liyuan's perspective, the hierarchical family tradition puts *Authenticity* in the centre, and Melania Trump emphasizes the *Cohesion* between individual and society.

First Lady – short review

In the eyes of many observers, there is a shimmer over a first lady's days. She shares a powerful man's business and private life, with all luxury, excitement and attention it means, without having to take responsibility for her husband's attitudes and decisions. She also gets rich opportunities to expose herself in the most advantageous light.

This picture is, of course, not correct historically, nor is it correct when you see what a first lady actually does today. Why does the superficial image then flourish? Perhaps because journalists from different media who report on state visits and other events like to portray a first lady's clothing style and attitude, drawing attention from the essential world to the trivial world of ordinary people. "Head of states might be calling the shots when it comes to politics, however, it's the first ladies who win the world over with grace and style", Chan (2017) writes à propos the visit of the Chinese president and his wife to the Trump couple in Florida on August 6, 2017.

"First Lady" is primarily an American phenomenon, although it is also in use in other continents. The title is unofficial, but the holder works with official government assignments. In the United States, First Lady has her own office with her own staff; she is the hostess in the White House. Three main tasks are most important for a First Lady (Fazzi, 2017). Primarily, she has informal discussions with the president and has the opportunity to share his views on various policy issues (see Betty Ford's "pillow talk"). This means an acknowledged influence on politics, even if it is unknown. Michelle Obama is an example of how the president's wife can support and influence her husband on difficult issues, such as same-sex marriage, health care and immigration reforms.

The second area, in which First Lady had a role to play, is the social, which is similar to the charges that, among other things, European royal women of tradition see as theirs. Several of them have devoted themselves to the situation of the most disadvantaged and vulnerable in society, others to environmental protection both domestically and globally. Further, Eleanor Roosevelt's engagement in the difficulties of the American society during the depression years of the thirties is an example of personal empathy. Some First Ladies have supported women's rights and children's education. Among other things, Barbara Bush was an avid advocate for literacy as an important prosperity factor. The third area, and an important one, is the diplomatic role, which has required personal qualities of a particular

[1] Contact: Bernhard Bierschenk, Department of Psychology, Lund University, Box 213, SE-221 00 Lund, Sweden; information: https://archive.org/details/studiesinconsciousness

kind. For example, Rosalynn Carter did get commission to be negotiator on behalf of the United States in South America and the Middle East. In all contexts where First Lady has a public mission, her country expects that she represent American values.

One of the roles, which became evident during Jaqueline Kennedy's time (remember her pillbox hats), is to be the fashion symbol and taste maker (Heller, 2018). From media reports, it seems that the style of clothing has gained more space in recent times, not least because of the impact of new social media. One of the reasons may be Peng Liyuan, China's First Lady, whose entry on the stage got headlines, since no former Chinese leader in such a typically Western way has introduced his wife as a political and diplomatic co-worker. You can very well understand Chan's article in *South China Morning Post* as part of the propaganda for Chinese designers and a pride that Liyuan can compete with Western women in leading roles.

Another example is President Macron's wife Brigitte (born in 1953), who was refused the role of official "Première dame" of the people and parliament and against the president's wish (Mazoué, 2017). Instead, her title is unofficial and she is unpaid. It depends on a so-called "charte de transparence", an agreement between her and the people, who wants to know what they pay for. In her case, the state pays for a staff of two employees, an assistant and security personnel. The French people want their first lady to honour the country and, according to Dubreuil (2017), it was a monarchist tradition that is now republican. As others in her position, she engages in areas such as gender equality, violence against women, disability rights, as well as education, health and culture, where her teacher training in the humanities forms an appropriate background. Thus, she believes she has fulfilled the moral contract that the presidency has made with its citizens.

Despite this seemingly political agenda, both French and other press are eagerly discussing Brigitte Macron's clothing style. She has become a style icon, especially as she appears in French designers' creations in official contexts (Pithers, 2017). In an interview (Doherty & de Lamberterie, 2017), she is asked if she does not get tired of people talking about her clothes all the time. Her answer is no. She sees herself as a representative of the idea of "la femme française" and has always been careful about how she dresses ("J'ai toujours fait attention à ma manière de m'habiller"). The fashion magazine *Harper's Bazaar* (2017) presents a clickable cavalry of Brigitte Macron in various creations for casualty and feast.

The same interest exists for Melania Trump (born in 1970), now the First Lady of the United States. *Hello!* (2017) cites her "clearly defined sense of style" with her own words: "I like to dress nicely. I always say that it's easy to put on a nice dress". She probably made this remark long before she became First Lady, so it seems naturally linked to her background as a model. In connection with Donald Trump's entry into the White House, the press was not very tactful, much because American fashion designers would not dress her (Chan, 2017) because of some media's reluctance against her husband. However, after the few appearances she made during the campaign, she created headlines, not because of what she said but because of what she was wearing. This was especially true of a dress created by an English designer, symbolically enough of Serbian descent (*AP News*, 2016). Here we get a clear example of the clothes giving political signals (Serbia was formerly part of Yugoslavia, which happened to include Melania's homeland Slovenia). After a first uncertain time she now seems to have found her style (Robinson, 2018).

That politics and clothing styles can have unfortunate connections is obvious when it comes to Melania Trump. During her visit to Texas after the hard storm of Harvey 2017, she received criticism for her clothing choices when the public in fact questioned her empathy with the victims. Therefore, one can also understand the mistrust she met after announcing that the types of causes she wants to engage in is cyberbullying and drug abuse, as a specification of the area "overall well-being of children" (Ruiz, 2018). What has always been

clear from the beginning is that she did not want to be First Lady and that she feels unprepared for her obligations. People expect her to find proportionality between representing dignity of the office and showing friendliness to the public. She should be both elevated symbol and popular, and cordially invite the public to get to know her person, habits, pleasures and lifestyle. Completing this balance makes a First Lady a successful representative of her country (National First Ladies Library, 2018). However, there is no doubt that Melania Trump has the prerequisites for acting as a goodwill ambassador and a businessperson (White House, 2018).

Although reports on Peng Liyuan are primarily found in Chinese media, one can share the flattering tribute of her in the West as well. *The Guardian* describes intrusively her life and current activities (Phillips, 2015). Her main merit in the role she now has is the vocal career. She is an idol and role model as stage personality and carrier of traditional folk music (attended the Conservatory of Music in Beijing). In addition to the music career, she has also had a military one, which, according to the article, paved the way for her husband to take the lead to the highest political top. Here she shares the background with Brigitte Macron, who had a major part in her husband's candidacy and victory in the presidential campaign, according to public opinion. Peng has become her husband's secret weapon when it comes to convincing the party and propagating for a strong China (Phillips, 2015).

Peng Liyuan (born in 1962) has focused on spreading Chinese tradition and culture and has worked as a goodwill ambassador for the World Health Organization and the UN (Bennet, 2017). The descriptions of her clothing choices during the presidential couple Trump's visit to China consisted exclusively of tribute, including shoes and accessories. Parenthetically, Melania Trump had her beneficial share of positive attention in this regard. China's First Lady made her international debut by visiting Moscow in 2013. Since then, media is talking about "fashion diplomacy" (Chen, 2017). When she made a speech in the UN in 2015, it was the first time since the founding of the People's Republic that such a thing happened, according to the *China Daily* report (He & Li, 2015). Despite the political and diplomatic content of her speech, the headline emphasizes her apparition ("Stylish first lady gives UN speeches ...").

Method for Uncovering Values

Representing one's country is associated with expectations. Every time a First Lady takes a step out of the White House, alone or together with the president, people will judge her outfit and behaviour in the situation. It is therefore not strange that the first thing observed is what goes under the notion of style. In addition to clothing policy, the way to move, which signals how she finds herself in the role, is included. When external attributes and politics act together, they create a gestalt, whose internal characteristics and attitude the bystanders can read more or less intuitively.

How does this relate to what she says, for example, on a speaker's platform and in an interview? The method of using the language also forms a gestalt, whose external features together with a message the audience is able to read. Can one be sure that statements made by the country's most prominent woman represent the expected values? In order to answer such a question, we need to consider the concept of style in a transformed sense, namely as a matter of building a textual expressivity. As the way of walking and behaving is part of a personal style, the way of speaking and writing is a part of one's personal style as well. The style includes experience and knowledge incorporated along the road according to ecological language theory (I. Bierschenk, 1992) and sometimes visible through the way the text moves.

With such an approach, a person's style becomes complex and the analysis of her language in the form of a textual flow requires a method not based on superficial characteristics, which a grammar takes care of, but a method that relates to theories of complex systems. Such a method, known as Perspective Text Analysis (PTA / Vertex), will

apply here. The ground of the method is the discovery that the evolutionary AaO axiom is the basis for text production (B. Bierschenk, 1984, 2005, 1991, 2018). The geometric basis of calculation is the core of the method (B. Bierschenk, 2011; I. Bierschenk & B. Bierschenk, 2004, 2011). It follows that the textual flow and its concentration of information will be represented in three-dimensional spaces.

First Ladies' texts

This study will discuss both flow and concentration in a short text of each one of the above-described three First Ladies, who seem to be the most globally noticed under current conditions. For the sake of comparability, the theme of the texts needed to be similar. The quotes chosen are about education, which is also a hot topic globally.

Brigitte Macron:
L'éducation, [...] c'est être solidaire. C'est aider les autres. On ne s'éduque pas soi-même si on n'aide pas les autres à s'éduquer. (*Le Point*, 2018)

Peng Liyuan:
Education is about women and the girls. It is important for girls to go to school because they will become their children's first teacher someday. (Wu, 2015).

Melania Trump:
You judge a society by how it treats its citizens. We must do our best to ensure that every child can live in comfort and security, with the best possible education. (Crawford, 2016)

Many years of experiments with PTA / Vertex on texts have shown that length does not matter in order to detect the inherent meaning of a text. The only important thing is that the text has at least two intervals, delimited by punctuation marks.

Design of the Study

For each text, a flow chart presenting a coding protocol will provide details about the calculation of the magnitudes of the texts. The three protocols are presented in Appendix I preceded by a short introduction to some technicalities. The protocols then form the basis of the three-dimensional representation, presented in the first step through so-called PES (Potential Energy Surface) graphs. The next step shows how the energy investment of the textual flow has transformed into concentrated information. This step forms a separate section with Free Energy Surface (FES) graphs, partly of the Orientation and partly of the Intention. Here, the essential concentrations will get names and descriptions. Tables with base data for the transformations (Orientation) and the extractions (Intention) are presented in Appendix II.

Textual Styles

Brigitte Macron

Figure 1 shows the dynamics in Brigitte Macron's textual movements (see Appendix I, Figure A1).

The graphs have been produced with SigmaPlot (2014, version 13.0). The program converts data to a scale and searches for the best way to display the result. Therefore, to read the image the right way you cannot read it from the left as in text reading but from the right. In addition, the graph presentation may give a twisted perspective.

The flow in Figure 1 has three intervals. The potential extension in space is almost as large in Agent and Objective, because the magnitudes of the agent variables do not differ

much from the objective variables. Nevertheless, differences exist, whose details will be evident in the upcoming discussion. For support, see diagram A1 in Appendix.
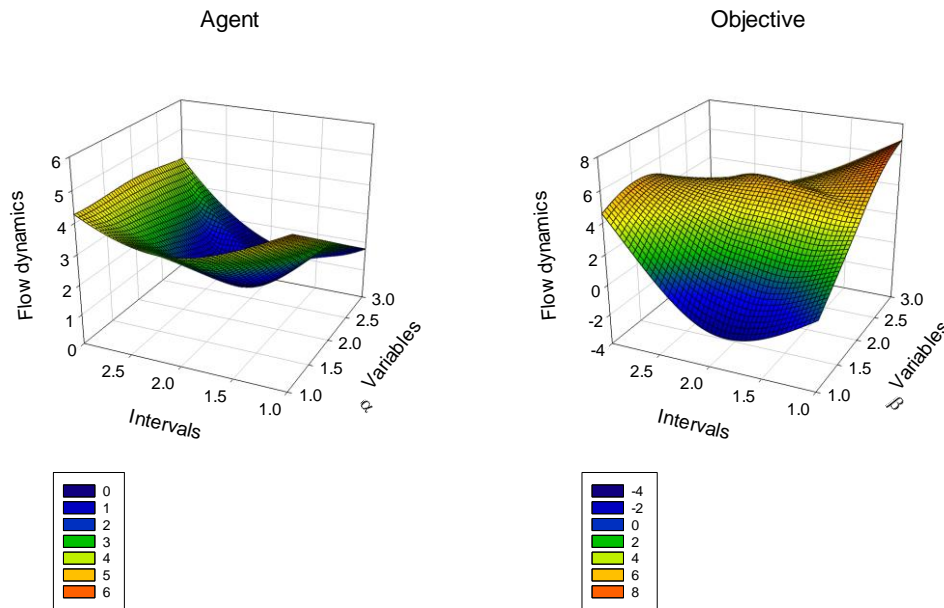

Figure 1   *Flow dynamics: Brigitte Macron*

The first interval consists of two verbs and is the first example of channelling, which gives shaded values in both Agent and Objective fields. This means that the root value of (α_1) is a part of (α_2). The first verb (*est*) lacks an explicit objective value (...) and the second verb (*être*) lacks agent value. This causes imbalance between the fields, so that the first (α) variable has higher value (4.8356) than the second (3.3010) and that at the same time the second (β) variable has a significantly higher value (4.5216) than the first (0.5886). Figure 1 reflects this relationship; the Agent shows an upward movement at the beginning and then bends off, while the Object starts at the zero line and then rises. The same relationships occur in the second interval, but here the difference between the (β) variables (e.g., by a value below the zero line) is greater than between the (α) variables, which causes the flow to expand.

The third interval has three variable pairs. The agent moves forward with two identical values through *On ne s'* (4.2704) and *si on n'* (4.2704), an effect of identical string magnitudes, which gives a motionless texture. The Objective accelerates faster through multiple string sequences, which give a wider expansion, but has more of visible surface movements. The end gives a barely noticeable downward deflection in the Agent, while the Objective shift from (α_6) (4.8984) to (α_7) (0.2983) curves downward in the left corner.

The overall impression of the flow is that the components operate asymmetrically, but at the same time that their dimensionality, i.e., their potential energy, is comparable. Thus, this shape is anti-symmetrical. The result indicates that the text producer's perspective on her subject area is quite broad.

Peng Liyuan

Figure 2 shows the dynamics in Peng Liyuan's textual movements (see Appendix I, Figure A2).

This flow has two intervals, the second of which has five variable pairs. The graph is an example that the Agent is smaller to its dimension than the Objective. The protocol (Figure A2 in Appendix) clearly shows that the values of the agent strings are very close to each

other, i.e., there are no sharp changes in the flow. Two cases of repetition further make the flow quite static at the start. The highest point (4.2846) in the graph is the result of channelling from (α_4) to (α_5), where the base value in (α_5), from which the root value in (α_4) is reduced, is high [6.16-(ROT (3.5168))]. The last variable is also the result of channelling, whose value is marked with a clear downward bend at the end.
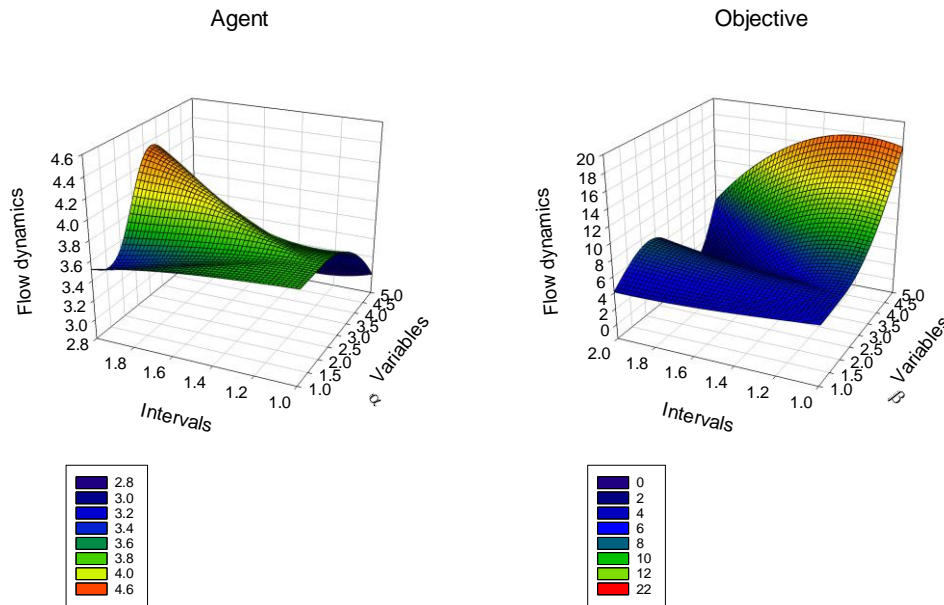

Figure 2   *Flow dynamics: Peng Liyuan*

The Objective takes considerably greater room in space, and just like in the previous figure, it has a greater variety than the Agent through its long explicit strings. Variable (β_4) has the highest value, which is due to the differentiation for which the basic value of the preposition is responsible. Extraordinary acceleration is present in the last variable *become their childrens' / ... /* (6.5940), when the flow from a low starting position rises upward and stretches out like a fan-shape. Only in variable (β_6) is the value less than its equivalent on the Agent side. At this point, the flow makes a deep diving and ends near the zero line at *will (...)* (= 0.217962). It is the only place where the texture is intertwined.

This flow shows that the components in principle work parallel to each other. Together they form an asymmetry. The motion dynamics gives the impression that the text producer takes a narrow perspective on a broad subject.

Melania Trump

Figure 3 shows the dynamics in Melania Trump's textual movements (see Appendix I, Figure A3).

We have found that the graphs of Figure 1 form an anti-symmetrical relationship while Figure 2 is asymmetric. Figure 3 shows the third variant, namely symmetry.

The third text contains a few more words than the other two but still has two intervals: The Agent's dimensioning in space is significantly smaller than the Objective, such as in the previous textual flow, and the shift between explicit and implicit strings has approximately the same proportions. Here one of the channellings gives a low value (1.9394), which in the middle of the second interval forms a downward tab. The highest value is formed by *that every child* (4.5216), moving quickly upwards. When this value is channelled and repeated twice, the texture is levelling out.
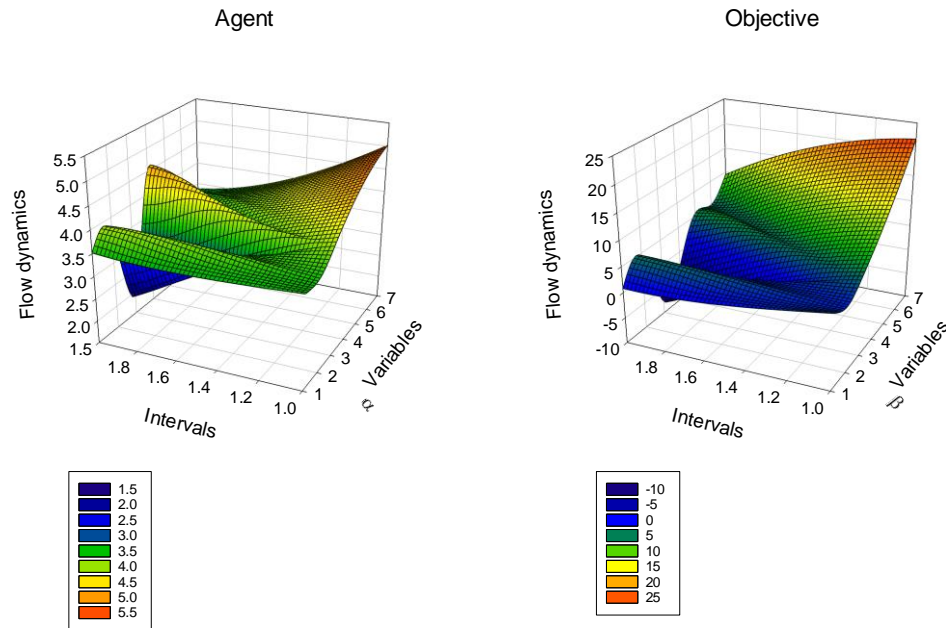
Figure 3   *Flow dynamics: Melania Trump*

The Objective is highly differentiated through prepositions as well as other markers that cause repetitions in the Agent. Significantly, there are also the places (...), which symbolize a root supplementation. It creates low values, especially at *by*, *must*, *ensure* and *can*. This graph shows the highest magnitude of the three textual flows, (9.4200), but also the lowest (-7.6412). Because there is a further minus value, the surface produces a wavy look and not just a fold, as in the graph of Figure 2. That Agent and Objective show a similar shape depends on how the variables interact. For example, both components have their lowest value at the same place, in the middle of the second interval.

The perspective expressed on the subject area can be characterized as wide rather than narrow, but can also be described as distinct.

Values of First Ladies

So far, the examination of the movement pattern shows that the three First Ladies have developed their own style in relation to the subject of education. In the following, the analysis concerns what information this style is hiding. The graphing program is SigmaPlot even this time. The presentation begins with the Orientation, since the Intention is an extraction from it (I. Bierschenk & B. Bierschenk, 2011, steps 13-15).

Brigitte Macron's Orientation

Figure 4 presents the fusion dynamics in Brigitte Macron's orientation landscape (see Appendix II, Table A1).

The Orientation concentrates around two distinct regions in the landscape, one in the background with lower height (producing one attractor) and one in the foreground with a clearly sharper peak (producing three attractors). Both are close to each other. One attractor got its place below the zero line. These five most distinctive attractors will now be described in the same order as they emerged in the fusion process.
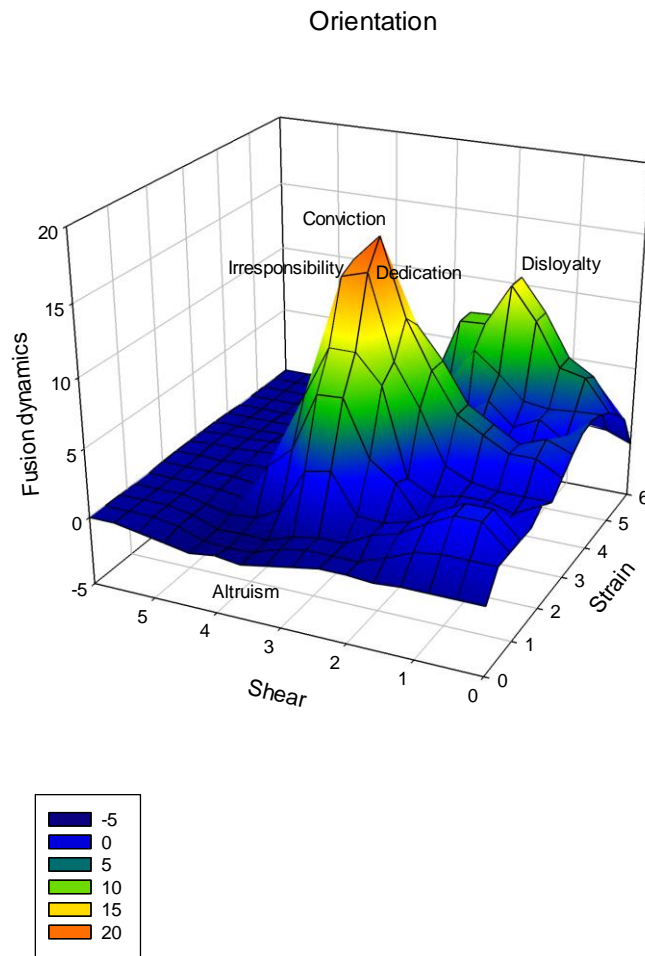
Figure 4 *Fusion dynamics: Brigitte Macron's orientation*

The first attractor in the Orientation places itself in the coordinates (strain = 5, sheer = 1) and has been named *Disloyalty* (with the concentration value 9.4828). In this context, the term means an experienced or alleged reluctance against the idea of the solidarity it means to work together and support those who need the support of individual people and society. Being disloyal is contrary to one of the French basic ideas since the Revolution, namely brotherhood. Brotherhood includes equal opportunities and obligations for all to contribute to the development of society through education. Therefore, the educated persons should contribute that even others become educated; everything else is against the idea of solidarity. This is a democratic teacher ideal that hardly smells of elitism, which is the prevailing mindset of the governing layer in France (Gumbel, 2013). Brigitte Macron is a teacher at a level where it is important to ensure that young people receive support from society and school, especially those with difficulties.

When the fraternity ideals are fooled by community representatives and others that have responsibility, such as teachers and parents, it leads to unrighteous and immoral acts. To deviate from the road where education is the coherent factor and to release necessary support measures are actions of *Irresponsibility*, which places itself in (strain = 5, sheer = 2) with the value (18.9342). Irresponsibility is especially negative when it relates to school and teachers. Society is obliged to give children and young people an education, otherwise they will hit back. However, if we take responsibility for giving everyone access to good education and culture, there is hope for the future.
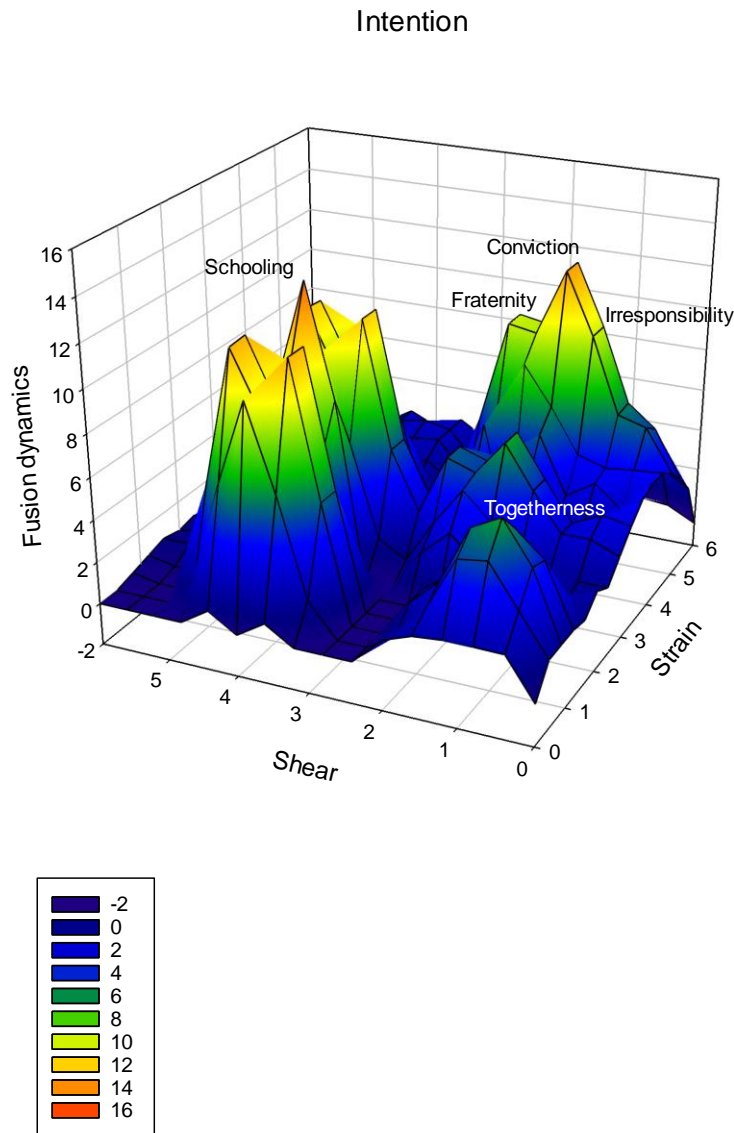
Figure 5 *Fusion dynamics: Brigitte Macron's intention*

Solidarity is a cornerstone when the future shall have the potential for development, according to this structure. The orientation clearly reflects influence from French Republican ideals. Brigitte Macron is passionate about education. The emerging transformations show that both development and solidarity are a prerequisite for sustainability of society. Only with sustainability in sight can irresponsible action against children and young people overcome the consequences to which irresponsibility possibly leads. This belief in the potential of education appears in the concept of *Conviction* in the coordinates (strain = 3, sheer = 3) with the value (19.8211).

The deep concept of *Altruism*, which lies on (strain = 1, sheer = 4) with the value (-1.6755) implies a personal standpoint, which is another expression of the deeply known belief that the teacher profession is a mission. To act unselfishly for the good of other people is not only a quality that fits into religious contexts but also into the social democratic welfare society. Altruism in this empirical context does not, however, include the meaning of helping "without having something for your own part", because generous work promotes everyone's common best. To work altruistically is therefore an obligation in order to preserve society healthy and tolerant.

The structure combines this profound humanitarian value with the conviction of the central importance of education for future societies. Even if you follow Brigitte Macron's work only superficially, her commitment to education and teaching appears as genuine. Despite her new role, she feels as a teacher and will remain so (*Le Point*, 2018). Therefore, it is highly justified to give the last point at (strain = 2, sheer = 3) the name *Dedication* (18.1456). The total wholeheartedness for both teaching and higher ideals, as the orientation expresses, points to strong self-esteem and spirit of Enlightenment.

Brigitte Macron's Intention

The intentional attractors are extracted from the orientation network (see Appendix II, Table A2), which form the structure shown in Figure 5 (above). The Intention forms two clearly separated concentrations. The profiling shows that the attractors *Irresponsibility* and *Conviction* reoccur and consequently are important in the intention. They have the same relationships with each other as in the orientation, but the perspective is different in the intention when they relate to other attractors.   *Fraternity*, which is an ideal of the Enlightenment, profiles as the bridge between irresponsibility and the conviction of another path. This path is created by the focus of the second concentration on *Schooling* (25.4235), located near the zero line in the orientation. A sustainable society through schooling and education is central to the intention. The essential foundation for this development is *Togetherness*, which in Brigitte Macron's structure is the applied expression of solidarity. The formation of the intentional landscape shows that the perspective on the subject is broad and guided by both practical experience and devotion.

Peng Liyuan's Orientation

Peng Liyuan's orientation is visible in Figure 6 (see Appendix II, Table A3). The Orientation forms two regions, one in the background with a couple of peaks of different heights and a wider part in the foreground that gives a massive impression. The regions are separated by a valley of which you only anticipate the entrance. At the front, a lower hill is visible.

In the coordinates (strain = 3, sheer = 2) we find *Motherhood* with value (15.4912), which includes both the role of being a mother and attributes associated with it, such as motherliness and care. In the context, the meaning also links to parenting, especially in relation to daughters. The significance of the feminine gender is emphasized in such a way that women take the role of passing culture and traditions on to the younger generation. If women are given education, it is also carried on as part of the tradition. However, it should be borne in mind that Chinese values mean respect for authority, harmony and political stability (Jin, 2015). Motherhood is hereby an expression of authority in accordance with Chinese ancient philosophy, as in the hierarchical thinking of Confucianism, which means that the daughters in reverence receive goodwill from above.

Therefore, the term *Gender Promotion* (strain = 5, sheer = 1) (12.4580) is a word of honour for Chinese pursuit of development and prosperity, comparable to the western world. It belongs to the UN vocabulary within the sphere of equality, and mainly refers to girls. Promoting girls' education and social development is probably an attempt to equalize social groups of women across the country to meet the requirements of harmony and political stability. Peng Liyuan's task is to pursue the endeavour internationally. She did not get the nickname "Mama Peng" for no reason.

When society promotes girls' development with the aid of their mothers as a model and mentor, we can talk about the mother as a *Role Model*. The attractor is placed at (strain = 5, sheer = 2) with the value (27.9492). The mother's authority is hereditary in the daughters, which is of great importance to the stability of society when it is to develop technically and economically. The western world also knows that the mothers have the greatest significance

for the children's school results, especially for the daughters. The relationship acts as a transmitter to social mobility, which does not hold to the same extent in terms of the father's influence, despite usually higher income. Social mobility does not seem to be a Chinese value.
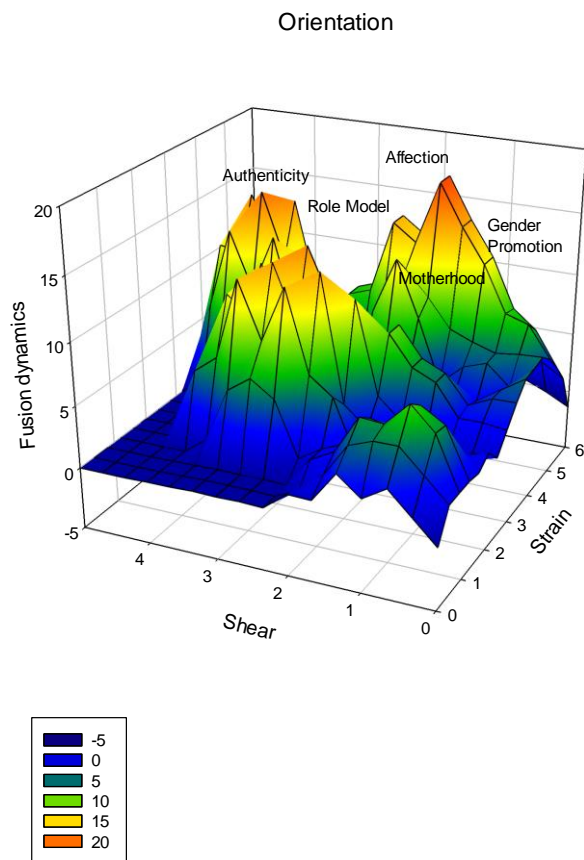
Figure 6 *Fusion dynamics: Peng Liyuan's orientation*

Authenticity in the coordinates (strain = 4, sheer = 4) at the height of (34.5432) has been taken from the western world and translated into Chinese context with two different meanings: the preservation or recreation of the original state of a building, or preservation of the prevailing form including various stages of the history of a building (Zhu, 2016). The concept is the basic principle for the preservation of the cultural heritage, but easily provokes controversies when applied geographically and culturally. Transferred to girls' education, authenticity means diversification of methods. A value system wants to preserve the mother-daughter relationship as it always was, while another is taking off in the present to build a tradition that is more globally adapted. The result is dependent on the idea of identity.

The last point on the path is *Affection*, which is also the highest (34.7612), located at (strain = 2, sheer = 3). It is the prerequisite for building an authentic relationship between mother and daughter. In the relationship there must be a reciprocity which, on the one hand, has been built for generations, i.e., belongs to the tradition, but also a trustful cooperation for a common goal, i.e., that the daughter will find her way in a culturally and socially accepted manner. In a modern China, this identity-creating work is a necessary reason for Chinese women to be able to perform internationally without the non-Chinese values affecting them too much. Peng Liyuan is a trusted representative of modern China.

Peng Liyuan's Intention

Figure 7 shows the Intention (see Appendix II, Table A4). The intention transforms the two regions into a more constricted form. What is now becoming clear is the importance of *Authenticity* and *Motherhood*, which places them within the same region. The value in Motherhood is significantly higher here (29.1215) than in the orientation. Accordingly, in the intention, Motherhood is raising while Gender Promotion and Role Model in the rear region of the orientation have been exchanged with the overall *Concern*. Tradition has a certain meaning in the main region, which in the orientation had a value close to the zero line. Here, Peng Liyuan's structure shows that tradition is fundamental. Among the attractors of concern, *Females* places itself, confirming the text producer's angle on the subject. The collapsed form with changing relationships between the attractors confirms the image from the textual flow, namely a narrow perspective on the subject.
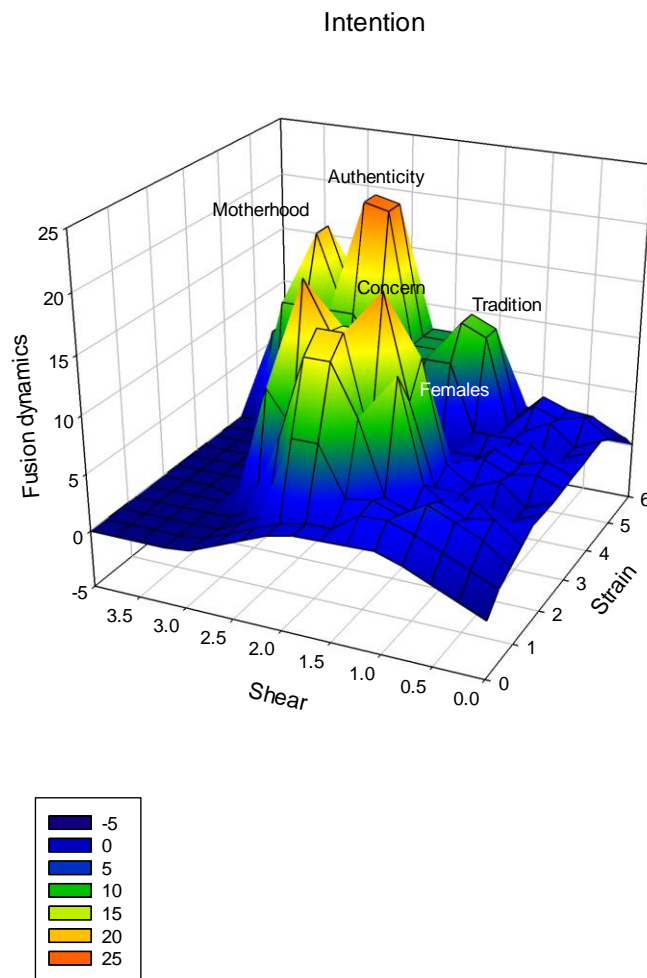
Figure 7   *Fusion dynamics: Peng Liyuan's intention*

Melania Trump's Orientation

Melania Trump's orientation is shown in Figure 8 (see Appendix II, Table A5). This Orientation expresses itself in a landscape with soft, not noticeably divided shapes. However, two regions can be recognized, one in the background and one in the forefront, but without a distinct valley between them. The surrounding terrain is barely noticeable, but instead consists of a few deep ledges.

        In the coordinates (strain = 4, sheer = 5) the concept of *Prosperity* is placed at the height (24.3585). It usually links to economic prosperity, successful passage of opportunity, and good fortune, but also the condition that indicates good health. These aspects interact. Social initiatives by offering welfare systems are crucial for the individual to develop and reach achievement. The work of achieving personal maturity creates well-being. Therefore, Prosperity also involves the education system that aims to ensure that citizens are educated in society with all the necessary support and with confidence that success produces competence.

        Responsibility for building prosperity on different levels depends mainly on society, in which we all take part. This means that the best education is a systematic goal with both health aspects and economic incentives as support functions. *Improvement* (strain = 3, sheer = 6) with the value (25.2380) should here be interpreted as a goal and a driving force for advancement, but it has also a sense of desire for refinement, i.e., awareness that the conditions can change. Nevertheless, it must be worth striving, so therefore society needs to show a way to a profitable continuation of the project that has begun, whether it concerns formation or pure education.
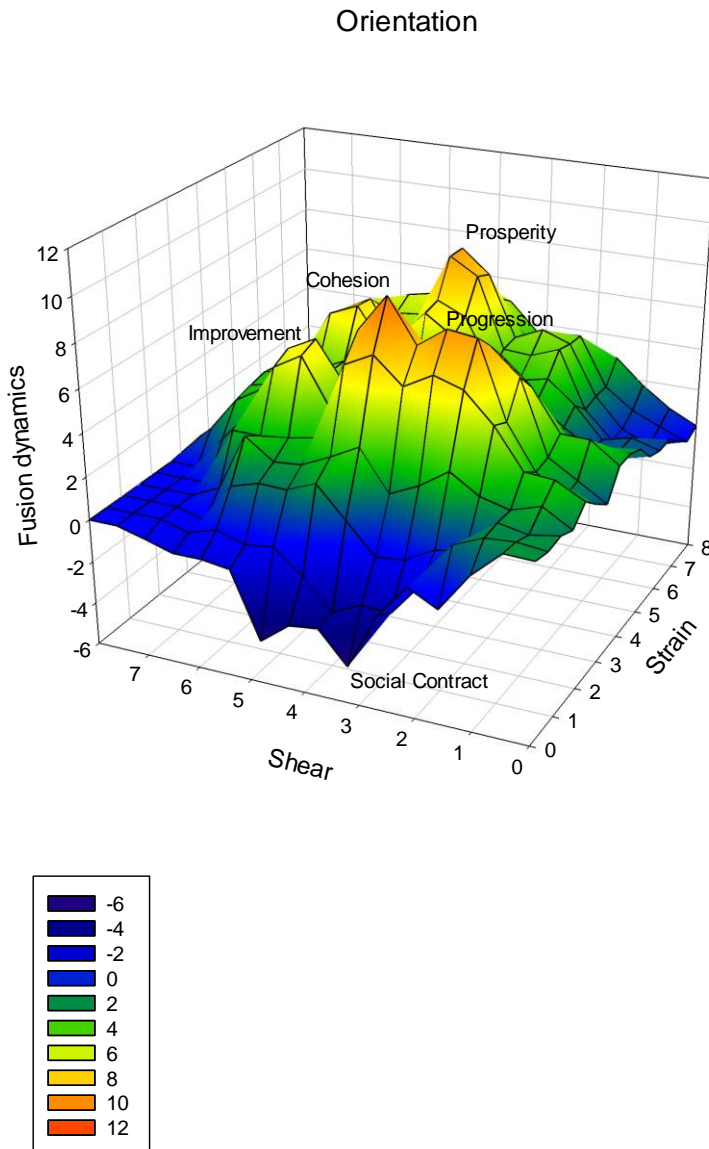
Figure 8   *Fusion dynamics: Melania Trunmp's orientation*

A strong, prosperous society promotes individual growth, as well as the citizens' individual power of growing is an asset for society. This interaction creates *Progression*, placed at (strain = 2, sheer = 5) with the height (22.1986). The term should not be conceived as serial here. Changes in one's position along the way give new perspectives and action patterns, which are basic for all progress, even for personal advancement. This, as the description of a progressive development, is the recipe for success, both on an individual as on a collective societal level. The Trump family, and especially the president, is an example of how success is built up by a single individual, which is for the benefit of many (*Investopedia*, 2016).
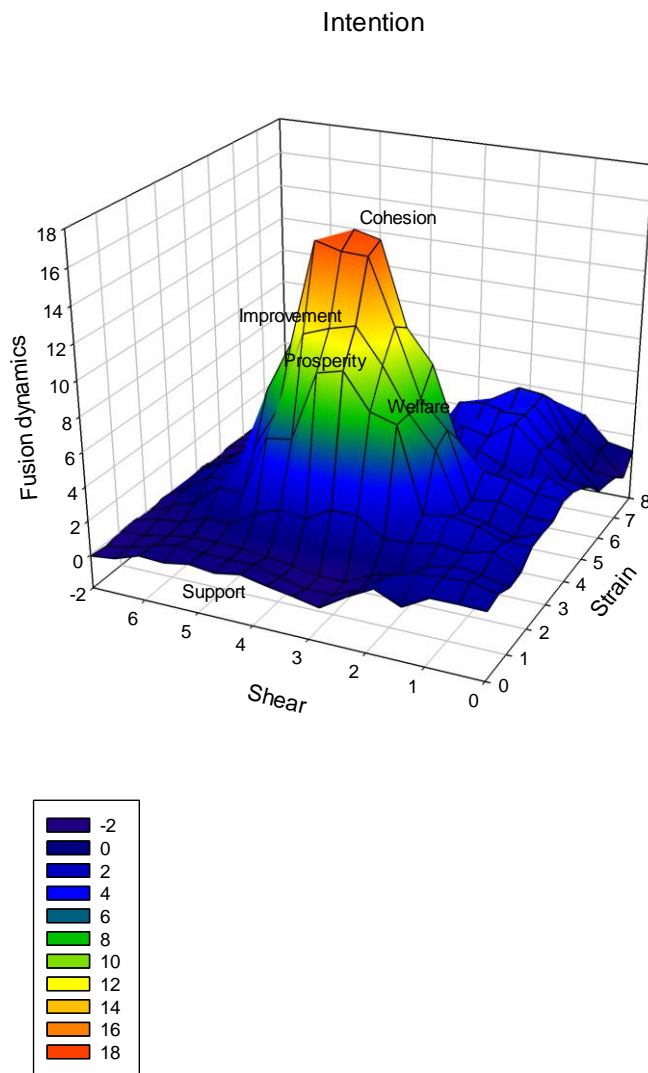
Figure 9   *Fusion dynamics: Melania Trunmp's intention*

To be able to take control over a progressive development based on education, citizens need to understand that explicit clarifications are required of both duties and benefits. Melania Trump has experience of such a *Social Contract* (strain = 1, sheer = 3) (-7.6413) through her own successful integration. However, the contract applies to all types of citizens. There are unfortunately groups in the United States waiting in vain for success and for which society has failed. A breach of contract of this kind has catastrophic consequences (Mallock, 2016). Therefore, it is central that progression and social contract may work in parallel, i.e., that individual and society both take responsibility for development in a mutual dependence.

The most concentrated (26.6454) attractor is *Cohesion* (strain = 3, sheer = 3), which stands for unity and togetherness, but also for solidarity. Formation and education driven by mutual dependency is one of the conditions that drive a country forward. However, this addiction is not a relationship only between individual and society but also involves the family. The family acts like a cement that brings together the dreams the individual has for his life and the support needed to get there. The family forms one's integrity with respect and concrete efforts to facilitate cooperation with society. This spirit permeates Melania's campaign speech at the Republican National Convention 2016.

Melania Trump's Intention

Figure 9 (above) shows the Intention and Appendix II (Table A6) the extraction. It expresses a greater concentration than the Orientation. In the Intention, the placement of attractors is more joint but at different levels. One attractor lies at the base level. The shape and placement of the attractors indicate a striking focus. First, we can see that *Formation* is quite logically at the base, and it has a relatively low value in the intention. *Cohesion* has an even greater importance (35.8928) in the intention than in the orientation, which indicates that the family as a unit is central to Melania Trump. Together with *Improvement* and *Prosperity*, Cohesion appears with the same relationships as in the orientation, however from a slightly changed perspective. This has to do with the fact that Progression, which is strongly linked to success, is not in focus. Together with *Welfare*, the relations of the three main concepts demonstrate a constructive attitude to education as a prerequisite for the quality of society. The structure illustrates that the text producer knows her mind. This text is the only one of the three where the same concept is in focus in both dimensions.

Discussion

The values that a family develops are traditionally the foundation for how its children are being educated, how they grow up and work in the world. When President Trump expresses his and his family's condolences to former First Lady Barbara Bush's passing in April 2018, he mentions, among other things, "Amongst her greatest achievements was recognizing the importance of literacy as a fundamental family value."

In her speech, containing the analysed quote, Melania Trump gives several examples of how such family values were the same in her native country as in the new country. Based on the PTA analysis, her family values coincide with the fundamental values of the Constitution of the United States, as far as the principle of human freedom means that the individual shall treat its fellow citizens with dignity, respect and honesty when exercising its freedom and striving for its personal achievements (*American Family Traditions*, undated). However, Melania Trump modifies the principle of free individuals as a guarantee for the free society in that she is emphasizing the mutual dependency between the individual and the societal progress. Education is a commitment that is active on a family basis, expressed by the concept of *Cohesion*.

The American fundamental rights and freedoms are inspired by the values of the French Revolution. Brigitte Macron is clearly rooted in this idea, which states inter alia that it is in the family that teaching brotherhood and respect for others takes place, and that the sense of citizenship, therefore, begins in the family (see fourth point on the values of *Familles de France*, undated). Brigitte Macron's altruistic argument for the importance of education issues in the field of collective development is evident from her dedicated tone (*Dedication*), where she puts disloyalty against the solidary community. While Melania Trump's text expresses the American functional view of education, Brigitte Macron's text rests on a moral-philosophical interpretation of *Schooling* as the basis for a sustainable society.

The Chinese family raises its children to be dependent and to integrate into the family. The term *Affection* in Peng Liyuan's structure should be seen in that light. Thus, members of the family become independent of help from outside (Centanni, 2017). For the Chinese family, economic prosperity is not identity creating, because a failure in such an endeavour can adversely affect the inner peace of the family. It is a bigger status to have a good education in highly rated schools and get good grades that lead to a career, in the service of society. A failure at school is therefore disastrous (Han, undated). That Chinese parents help their children to study is a tradition that lives on in an obvious way. Peng Liyuan follows this tradition, expressed by *Authenticity*, but she modernizes it to apply to girls as well.

References

American Family Traditions. (undated) http://www.americanfamilytraditions.com/values.htm (2018-04-18).

AP News (2016, July, 19). Melania Trump opts for Serbian designer for her big moment. *Townhall.*

Bennet, K. (2017, April 6). What Melania Trump should know about China's first lady. *CNN Politics.*

Bierschenk, B. (1984). Steering mechanisms for knowability. *Cognitive Science Research*, 1. Lund University, Sweden.

Bierschenk, B. (1991). The schema axiom as foundation of a theory for measurement and representation of consciousness. *Cognitive Science Research*, 38. Lund University, Sweden.

Bierschenk, B. (2005). Controlling limits for knowability. *Cognitive Science Research*, 97. Copenhagen University, Denmark & Lund University Sweden.

Bierschenk, B. (2011). Functional text geometry: The essentials of Perspective Text Analysis. *Cognitive Science Research*, 101. Copenhagen University, Denmark & Lund University, Sweden.

Bierschenk, B. (2018). Kant's proposition on respect. Proof of the AaO formula. *Cognitive Science Research*, 137. Copenhagen University, Denmark & Lund University, Sweden.

Bierschenk, I. (1989). Language as carrier of consciousness. *Cognitive Science Research*, 30. Lund University, Sweden.

Bierschenk, I. (1992). An excursion into the ecological co-ordinates of language space. C*ognitive Science Research*, 43. Lund University, Sweden.

Bierschenk, I. 1999/2003. The essence of text. A dialogue on Perspective Text Analysis. *Cognitive Science Research*, 70. Copenhagen University, Denmark & Lund University, Sweden.

Bierschenk, I. (2011). Ett ekologiskt perspektiv på språk och textanalys [An ecological perspective on language and text analysis]. *Cognitive Science Research*, 98. Copenhagen University, Denmark & Lund University, Sweden.

Bierschenk, I., & Bierschenk, B. (2004). Diagnose der Leistungsheterogenität durch die Perspektivische Textanalyse: VERTEX [Diagnosing heterogeneity in achievement by means of Perspective Text Analysis: VERTEX]. In: W. Bos, E.-M. Lankes, N. Plaßmeier, & K. Schwippert (Eds.), *Heterogenität: Eine Herausforderung an die Bildungsforschung [Heterogeneity: A challenge to educational research]* (pp.16-28). Münster: Waxmann.

Bierschenk, I., & Bierschenk, B. (2011). Perspective Text Analysis: Tutorial to Vertex. *Cognitive Science Research*, 100. Copenhagen University, Denmark & Lund University, Sweden.

Centanni, E. (2017, September 29). List of Chinese family values. *Classroom.*

Chan, K. (2017, April 7). Fashion diplomacy: China's first lady and seven other stateswomen who won the world with style. *South China Morning Post.*

Chen, V. (2017, November 10). Six signature ways China's first lady fashions diplomacy. *South China Morning Post.*

Crawford, H. (2016, July 19). Transcript of Melania Trump's RNC speech shows a side of her America has yet to see. *Bustle.*

Doherty, E. & de Lamberterie, O. (2017, August 29). Brigitte Macron: decouvrez son interview exclusive en intégralité. *Elle*.

Dubreuil, L. (2017, October 4). Brigitte Macron première dame: 'C'est un rêve pour elle'. *Le Figaro*.

Familles de France. (undated) (http://www.familles-de-france.org/charte-valeurs) (2018-04-19)

Fazzi, D. (2017, October 19). Melania Trump facing questions over role as first lady. *Independent*.

Gumbel, P. (2013, June 11). France: une éducation élitiste et impitoyable. (Forum Île-de-France). *Libération*.

Han, S. (undated). China's history and culture. In: Han S. (Ed.), *Precious Children*. Public Broadcasting Service. (2018-04-19)

Harper's Bazaar (2017, September 28). Brigitte Macron's French first Lady style. Très chic. (Editorial)

He, D., & Li, J. (2015, September 28). Stylish first lady gives key UN speeches in English. *China Daily*.

Heller, S. (2018, February 14). How first lady style has evolved over the years. *Insider*.

Hello! (2017, December 11). Melania Trump style: See what (and who) the first lady has been wearing. *Hello Magazine*.

Investopedia (2016, November 9). This is how Donald Trump got rich. (Editorial)

Jin, K. (2015, June 16). Why should China embrace 'Universal Values'? *The Diplomat*.

Le Point (2018, February 3). Role de première dame: Pour Brigitte Macron c'est 'plus facile' que prévu. (Video).

Mallock, D. L. (2016, August 20). What is the American social contract? *The American Thinker.*

Mazoué, A. (2017, August 8). Pas de statut de Première dame mais une 'volonté de transparence'. *France 24*.

National First Ladies Library (2018). http://www.firstladies.org/firstladiesrole.aspx#quality (2018-04-08)

Phillips, T. (2015, October 18). China's first lady Peng Liyuan puts the power into pop. *The Guardian*.

Pithers, E. (2017, July 30). How Brigitte Macron is redefining first lady dressing. *British Vogue.*

Robinson, K. (2018, February 27). First lady Melania Trump's style evolution. *Town & Country*.

Ruiz, M. (2018, January 9). After nearly a year as First Lady, Melania Trump charts an uncertain course. *Vogue*.

SigmaPlot (2014). *Exact graphs for exact science. User's manual* (Version 13). Chicago: SPSS Inc.

White House (2018). https://www.whitehouse.gov/people/melania-trump/ (2018-04-08)

Wu, K. (2015, September 28). Full text of First Lady Peng Liyuan's speech at Global Education First Initiative Event. *Women of China.*

Zhu, Y. (2016, July 2). Authenticity and heritage conservation in China: Translation, Interpretation, Practices. (Abstract). *Springer Link*.

Appendix I

Flow Diagrams

Comment to the flow diagrams

Figures

Appendix II

Tables

Comment to the Flow Diagrams

> The text moves forward in a timeline, marked with a vertical arrow. Horizontal lines mark intervals. They are divided into an Agent field, represented by (α) variables and an Objective field, represented by (β) variables. Their rotational interaction operates such that the (α) variables control the movement of the (β) variables. That principle means that the (α) variables more often have lower rotational speed because they hold the perspective through repetition (straight vertical arrow) or channelling (curved arrow).

> Repetition means that the Objective side is differentiated, for example by prepositions, but has the same agent variable. Channelling means replacing a dummy ($\varnothing$) with the base value of the component minus the root of the immediately preceding (α) variable, resulting in lower (implicit, shaded) values as they continue through the "channel" until the objective movement has stopped. (Note that the root value can be higher than the channelled value depending on the base value of the component.) When the Objective is supplemented, it is done from the bottom marked with (...) for the empty position and with the upward curved arrow for the value whose root is moved upwards. The transverse straight arrow indicates that the (α) variable value is included in the (β) variable. The marker (Y) at the end of the text says that value after the verb is unknown, indicated by (0). The corresponding marker at the beginning of the text is (X). Calculation of magnitudes can be found in B. Bierschenk (2011).

Figure A1 *Flow diagram for text by Brigitte Macron*
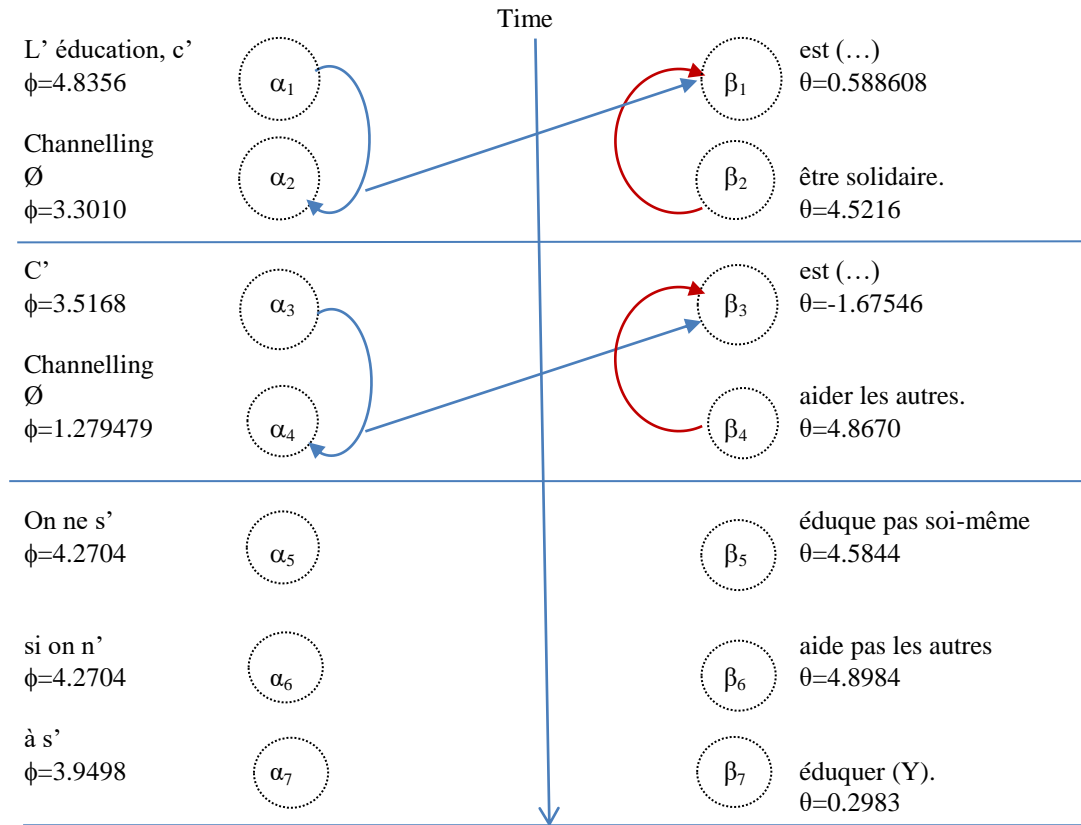
Figure A2   *Flow diagram for text by Peng Liyuan*

Education ϕ=3.7366	α_1	Time	β_1	is about women θ=5.4954
Repetition ϕ=3.7366	α_2		β_2	and the girls. θ=5.8824
It ϕ=3.5168	α_3		β_3	is important θ=4.1134
Repetition ϕ=3.5168	α_4		β_4	for girls θ=7.0400
Channelling to Ø ϕ=4.284687	α_5		β_5	go to school θ=5.4180
because they ϕ=4.1134	α_6		β_6	will (…) θ=0.217962
Channelling Ø 3.471848	α_7		β_7	become their children's first teacher someday. θ=6.5940
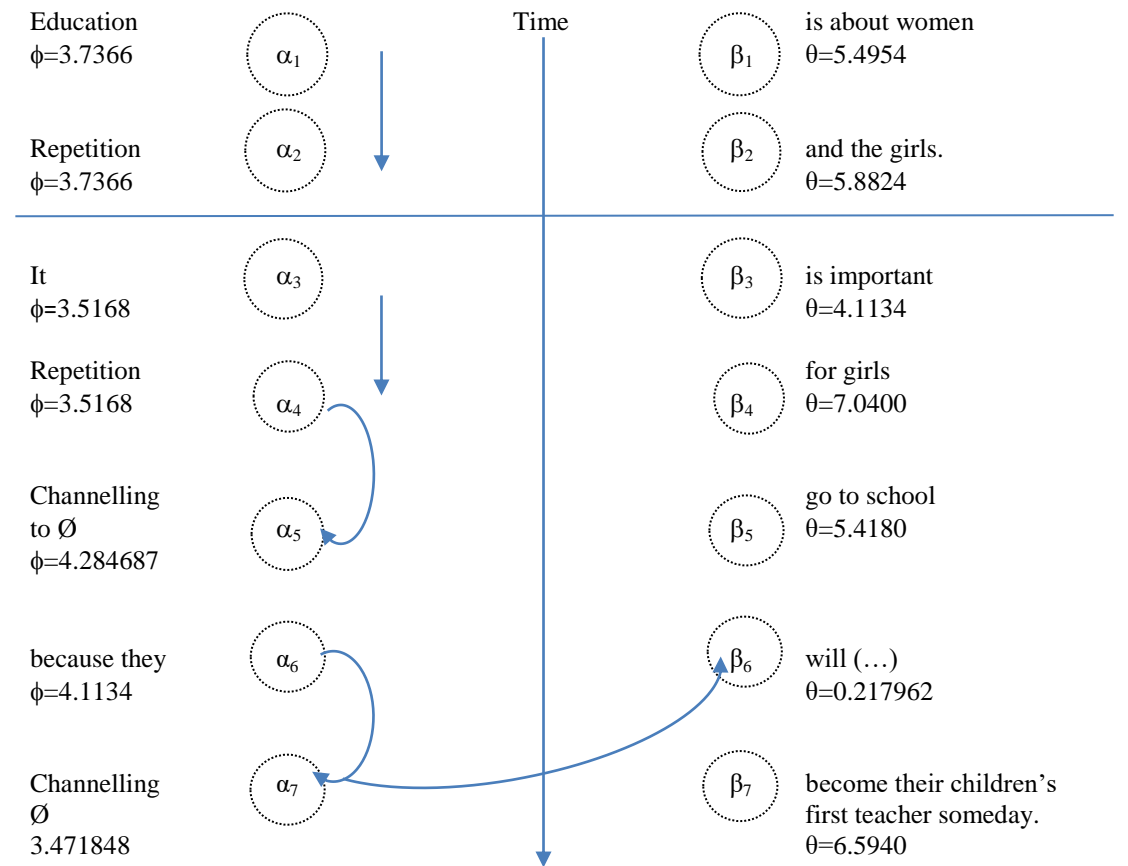
Figure A3 *Flow diagram for text by Melania Trump*

Time

You $\phi=3.5482$	α_1		β_1	judge a society $\theta=4.4902$
Repetition $\phi=3.5482$	α_2		β_2	by (…) $\theta=2.636664$
how it $\phi=3.9250$	α_3		β_3	treats its citizens. $\theta=4.9612$
We $\phi=3.5168$	α_4		β_4	must (…) $\theta=0.849516$
Channelling Ø $\phi=3.624687$	α_5		β_5	do our best $\theta=4.3646$
Channelling to Ø $\phi=1.939479$	α_6		β_6	ensure (…) $\theta=-7.64128$
that every child $\phi=4.5216$	α_7		β_7	can (…) $\theta=-3.03937$
Channelling Ø 3.373595	α_8		β_8	live in comfort $\theta=5.5341$
Repetition $\phi=3.373595$	α_9		β_9	and security $\theta=5.0697$
Repetition $\phi=3.373595$	$\alpha10$		$\beta10$	, with the best possible education $\theta=9.4200$

Appendix II

Tables

Table A1: **Brigitte Macron**
Transformation of β-variables from the O-mesh

X	Y	Node	Value	Transformation
0	1	D	0	
1	0	2	4.5216	être solidaire
1	**1**	**T₁**	**4.5216**	**Togetherness**
2	0	D	0	
3	0	4	4.8670	aider les autres
3	**1**	**T₂**	**4.8670**	**Support**
1	*1*	*T₁*	*4.5216*	*Togetherness*
3	*1*	*T₂*	*4.8670*	*Support*
3	**2**	**T₃**	**9.4514**	**Fraternity**
4	0	5	4.5844	éduque pas soi-même
5	0	6	4.8984	aide pas les autres
5	**1**	**T₄**	**9.4828**	**Disloyalty**
3	*2*	*T₃*	*9.4514*	*Fraternity*
5	*1*	*T₄*	*9.4828*	*Disloyalty*
5	**2**	**T₅**	**18.9342**	**Irresponsibility**
6	3	D	0	
6	4	1	0.5886	est+(être solidaire)
5	**4**	**T₆**	**0.5886**	**Solidarity**
4	6	D	0	
3	6	7	0.2983	éduquer (Y)
5	**3**	**T₇**	**0.2983**	**Schooling**
5	*4*	*T₆*	*0.5886*	*Solidarity*
5	*3*	*T₇*	*0.2983*	*Schooling*
3	**4**	**T₈**	**0.8869**	**Sustainability**
5	*2*	*T₅*	*18.9342*	*Irresponsibility*
3	*4*	*T₈*	*0.8869*	*Sustainability*
3	**3**	**T₉**	**19.8211**	**Conviction**
0	5	D	0	
0	4	3	-1.67546	est+(aider les autres)
1	**4**	**T₁₀**	**-1.67546**	**Altruisme**
3	*3*	*T₉*	*19.8211*	*Conviction*
1	*4*	*T₁₀*	*-1.67546*	*Altruisme*
2	**3**	**T₁₁**	**18.14564**	**Dedication**

Table A2: Brigitte Macron
Extraction of terms from the O-mesh

X	Y	A-Component Pendulum	O-Component Destination	English Extraction	Fusion Value
1	1	T₁: 1 → 2	T_O1	Togetherness	8.1366
3	1	T₂: D→ 3	T_O10	Altruism	3.5168
3	2	T₃: T_A2 → T_A1	T_O3	Fraternity	11.6534
5	1	T₄: 5 → 6	T_O4	Disloyalty	4.2704
5	2	T₅: T_A4 → T_A3	T_O5	Irresponsibility	20.1942
5	4	T₆: D → 7	T_O7	Learning	3.9498
5	3	T₇:T_A6 → T_A5	T_O9	Conviction	24.1440
5	2	T₈: D → 4	T_O2	Support	1.2795
1	4	T₉: T_A8 → T_A7	T_O7	Schooling	25.4235

Table A3: **Peng Liyuan**

Transformation of β-variables from the O-mesh

X	Y	Node	Value	Transformation
0	1	1	5.4954	is about women
1	0	2	5.8824	and the girls
1	**1**	**T_1**	**11.3778**	**Females**
2	0	D	0	
3	0	3	4.1134	is important
3	**1**	**T_2**	**4.1124**	**Concern**
1	*1*	*T_1*	*11.3778*	*Females*
3	*1*	*T_2*	*4.1124*	*Concern*
3	**2**	**T_3**	**15.4912**	**Motherhood**
4	0	4	7.04	for girls
5	0	5	5.4180	go to school
5	**1**	**T_4**	**12.4580**	**Gender Promotion**
3	*2*	*T_3*	*15.4912*	*Motherhood*
5	*1*	*T_4*	*12.4580*	*Gender Promotion*
5	**2**	**T_5**	**27.9492**	**Role Model**
6	3	D	0	
6	4	7	6.5940	become their children's first teacher someday
5	**4**	**T_6**	**6.5940**	**Identity**
5	*2*	*T_5*	*27.9492*	*Role Model*
6	*4*	*T_6*	*6.5940*	*Identity*
4	**4**	**T_7**	**34.5432**	**Authenticity**
0	4	D	0	
0	3	6	0.2180	will + become their children's first teacher…
1	**3**	**T_8**	**0.2180**	**Tradition**
4	*4*	*T_7*	*34.5432*	*Authenticity*
1	*3*	*T_8*	*0.2180*	*Tradition*
2	**3**	**T_9**	**34.7612**	**Affection**

Table A4: Peng Liyuan

Extraction of terms from the O-mesh

X	Y	A-Component Pendulum	O-Component Destination	English Extraction	Fusion Value
1	1	T_1: 1 → 2	T_{O1}	Females	7.4732
3	1	T_2: 3→ 4	T_{O4}	Gender Promotion	7.0336
5	1	T_3: 5 → 6	T_{O8}	Tradition	7.1415
5	2	T_4: T_{A3} → T_{A2}	T_{O2}	Concern	21.6483
5	3	T_5: T_{A4} → T_{A1}	T_{O3}	Motherhood	29.1215
1	2	T_6: D → 7	T_{O6}	Identity	3.4718
2	2	T_7:T_{A6} → T_{A5}	T_{O7}	Authenticity	32.5933

Table A5:   Melania Trump

Transformation of β-variables from the O-mesh

X	Y	Node	Value	Transformation
0	1	1	4.4902	judge a society
1	0	2	2.6367	by+how it treats its citizens
1	**1**	**T₁**	**7.1269**	**Civilizing**
2	0	D	0	
3	0	3	4.9612	treats its citizens
3	**1**	**T₂**	**4.9612**	**Social Modelling**
1	*1*	*T₁*	*7. 1269*	*Civilization*
3	*1*	*T₂*	*4.9612*	*Social Modelling*
3	**2**	**T₃**	**12.0881**	**Formation**
4	0	D	0	
5	0	5	4.3646	do our best
5	**1**	**T₄**	**4.3646**	**Achievement**
7	2	8	5.5341	live in comfort
7	3	9	5,0697	and security
6	**3**	**T₅**	**10.6039**	**Well-being**
5	*1*	*T₄*	*4.3646*	*Achievement*
6	*3*	*T₅*	*10.6039*	*Well-being*
4	**4**	**T₆**	**14.9685**	**Welfare**
7	4	D	0	
7	4	10	9.4200	with the best possible education
6	**5**	**T₇**	**9.4200**	**Key Competence**
4	*4*	*T₆*	*14.9685*	*Welfare*
6	*5*	*T₇*	*9.4200*	*Key Competence*
4	**5**	**T₈**	**24.3885**	**Prosperity**
5	8	D		
4	8	4	0.8495	must+we+do our best
4	**7**	**T₉**	**0.8495**	**Support**
4	*5*	*T₈*	*24.3885*	*Prosperity*
4	*7*	*T₉*	*0.8495*	*Support*
3	**6**	**T₁₀**	**25.2380**	**Improvement**
0	6	D		
0	5	7	-3.0394	can+every child+live in comfort+and security
1	**5**	**T₁₁**	**-3.0394**	**Individual Growth**
3	*6*	*T₁₀*	*25.2380*	*Improvement*
1	*5*	*T₁₁*	*-3.0394*	*Individual Growth*
2	**5**	**T₁₂**	**22.1986**	**Progression**
0	4	D	0	
0	3	6	-7.6413	ensure +that every child+can+live …
1	**3**	**T₁₃**	**-7.6413**	**Social Contract**
2	*5*	*T₁₂*	*22.1986*	*Progression*
1	*3*	*T₁₃*	*-7.6413*	*Social Contract*
2	**3**	**T₁₄**	**14.5573**	**Mutual Dependency**
3	*2*	*T₃*	*12.0881*	*Formation*
2	*3*	*T₁₄*	*14.5573*	*Mutual Dependency*
3	**3**	**T₁₅**	**26.6454**	**Cohesion**

Table A6:   Melania Trump

Extraction of terms from the O-mesh

X	Y	A-Component	O-Component	English	Fusion
		Pendulum	Destination	Extraction	Value
1	1	T_1: $1 \rightarrow 2$	T_{O1}	Civilizing	7.0964
3	1	T_2: $D \rightarrow 3$	T_{O2}	Social Modelling	3.9250
3	2	T_3: $T_{A2} \rightarrow T_{A1}$	T_{O3}	Formation	11.0214
5	1	T_4: $4 \rightarrow 5$	T_{O4}	Achievement	7.1415
6	2	T_5: $7 \rightarrow 8$	T_{O5}	Well-being	7.8952
5	2	T_6: $T_{A5} \rightarrow T_{A4}$	T_{O6}	Welfare	15.0367
4	5	T_7: $9 \rightarrow 10$	T_{O7}	Key Competence	7.8952
4	4	T_8: $T_{A7} \rightarrow T_{A6}$	T_{O8}	Prosperity	22.9319
1	4	T_9: $D \rightarrow 4$	T_{O9}	Support	1.9395
2	4	T_{10}: $T_{A9} \rightarrow T_{A8}$	T_{O10}	Improvement	24.8714
3	3	T_{11}: $T_{A10} \rightarrow T_{A3}$	T_{O15}	Cohesion	35.8928